



U.S. Army Cadet Command

Targeted Marketing and Recruiting On-Campus





Targeted Marketing and Recruiting

Purpose

Provide guidance for effective on-campus marketing and recruiting in order to accomplish the METL task of
- RECRUIT.





Marketing - Recruiting Philosophy

All markets are unique but;

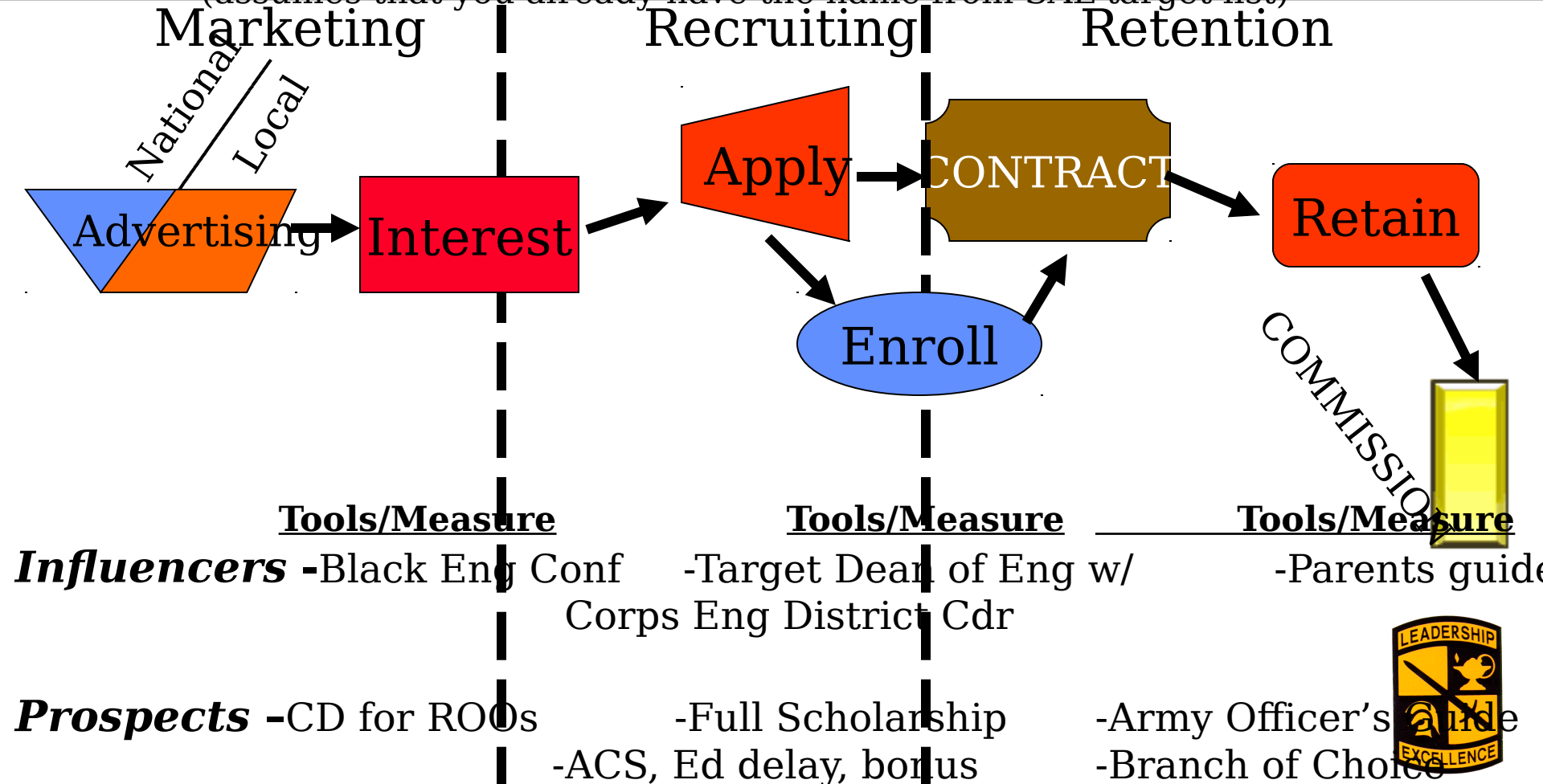
Effective recruiting is the result of a well-planned, systemic, and aggressive, attack that targets on-campus SALs and maximizes all assets to Make Contract Mission.





Target SAL: African American Male Engineer (ADM4)

~~(assumes that you already have the name from SAL target list)~~



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S-A-L Criteria

- SCHOLARS
 - GPA 3.0+ (and SAT/ACT 1100+/21+ for HS)
(2.5 GPA for hard sciences)
 - Or Top 1/3 of the class (top 10% for HS)
 - National Honor Society, honors classes, AP
- ATHLETES
 - Team members (not necessarily varsity)
 - Competitive sports Intramurals, city teams, etc
- LEADERS
 - Student Gov't leaders
 - Fraternity/Sorority leaders
 - Boy/Girl Scout Eagle Scouts, club leaders, etc
 - Supervisors in a work environment





Understanding SALs

- SALs are already on campus
- SALs are going to say “No” at first, don’t worry about “military propensity”
- SALs are competitive and have many opportunities for success
- You have to identify their individual needs and convince that the features and benefits of ROTC and/or Officership meet those needs





Targeting SALs

“...each and every program in Cadet Command has within its sphere of influence, a wealth of talented candidates who meet our criteria.”

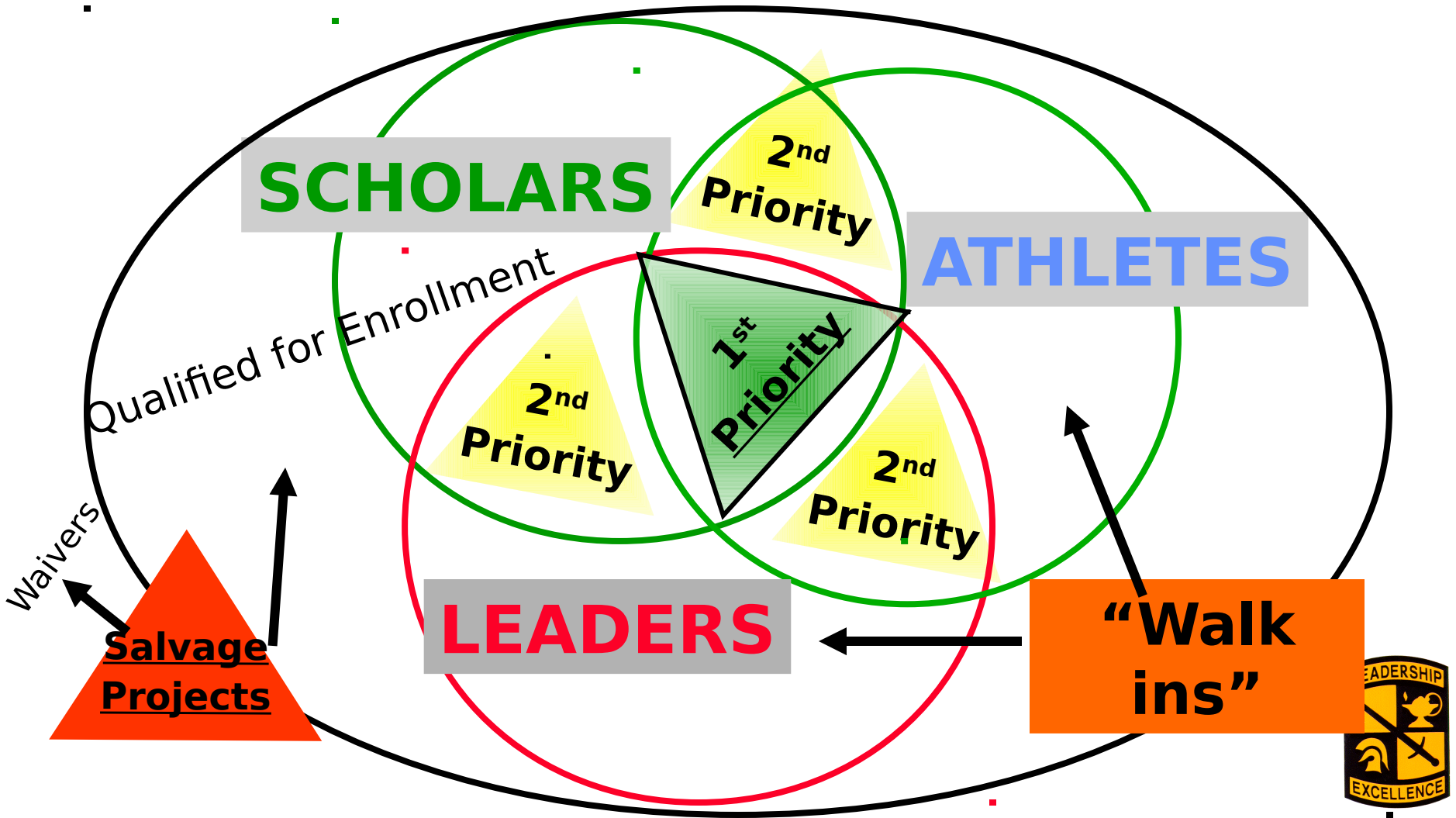
“Effective application of your limited resources demands that you develop, maintain, and aggressively update lists of names of the prospects [SALs] you want to bring in your program”

**FOCUS YOUR RECRUITING EFFORTS ON
THOSE SALs WE WANT IN OUR
PROGRAM**





The SAL Battlefield Framework





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Marketing and Recruiting Planning

EMP

(Enrollment Mission Planner)

Mission Analysis (Recruiting Objectives by Msn Set)

EAP

(Enrollment Action Plan)

Marketing & Recruiting Analysis and Plan

MAP

(Marketing Action Plan)

Marketing Budget Plan

LAPS

(Local Ad Purchasing Sys)

Marketing Orders

Results in a researched,
detailed, and phased plan





Recruiting Execution

Main Effort: ON-CAMPUS!

Supporting Effort: USAREC, MALOs, Natl Marketing

Develop SAL lists

Prospecting

COIs: Registrar, Coaches, Dean of Students, Cadets, etc

Prospect Mgt

Manage Prospects
Electronic Prospect MGT Sys

*"Knee to Knee" Recruiting is
what you do with the list!*

Scholarships/Physicals
CCIMS/DODMERB/DODMERTS

Results in
Enrolled Cadets

(CDT CMD Info MGT Sys)

Admin Processing

CCIMS



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Steps in Marketing and Recruiting

- **Step #1 - ID Recruiting Objectives (mission analysis)**
EMP (Enrollment Mission Planner)
- **Step #2 - Market Analysis/Marketing & Recruiting Plan**
EAP (Enrollment Action Plan), MAP
- **Step #3 - Marketing / Advertising**
LAPS (Local Advertising Purchasing System)
- **Step #4 - Lead Generation / Prospecting**
Develop SAL lists
- **Step #5 - Sales Skills / Prospect Management**
 - What you do with the lists
 - Manage prospects and “Knee to Knee” recruiting
- **Step #6 - Enrollment, Contracting, Processing**
CCIMS (CDT CMD Info Management System)



Step #1 - Identify Mission

- A function of the EMP (wargame COAs)
- Assigned commission mission and contract mission
- ID Recruiting Objectives for each mission Set (MS04, 05, 06)
- You historically need X number of Cadets to contract in order to commission Y number of LTs. (e.g. Contract 18, commission 12)
- Where are the 18 contracts going to come from?
 - 9 = MSLII (50% retention of 18 MSLIIs)
 - 3 = LTC (75% contracting of 4 LTC camp slots)
 - 2 = SMP (local National Guard/USAR)
 - 2 = G2G/Prior Service
 - 2 = AEO/ACCT





Step #2 - Market Analysis

- Past production (last 10 years)
- Retention rates (look for trends)
- Determine source of current cadets (lateral entry vs progression)
- Identify strong /weak markets
- Identify resources - # scholarships, SMP programs, incentives
- Recorded on EAP





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Marketing and Recruiting Funnel

1. Identify Target



2. Market _____ (Advertise)

300
Sophomore
SALs



3. Interview _____ (Recruit)

75 attracted



4. Apply & Process _____

50 interested



5. Commit (Qualify) _____

10 Qualify (medical,
etc)



6. Contract/Enroll _____

8 Register LTC



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Phased Marketing and Recruiting

(LTC Campaign Example)

Month	Activity	\$	Goal	Result
OCT	Phase 1: Develop SAL list of at least 300 sophomore SALs (from COIs: registrar, coaches, Dean of Students, etc)	\$0	300	
NOV	Phase 2: Targeted mail merge letter/email to 300 sophomore SALs (Intent 1: to make them aware of ROTC/Officership features and benefits and LTC. Intent 2: get 20 to phase 3: LTC booth at the student union to view LTC video and talk to cadets who went to LTC this past summer). The booth would have well publicized times. There may also be opportunities to present ROTC and LTC at gatherings of SALs such as sports teams, RA meetings, student leaders meetings, etc.	\$125 B16	75 to ph 3	
DEC	Phase 3: LTC table manned by ROO/GBR/Cadets who just graduated from LTC, laptop playing LTC video on DVD, RPIs and high quality locally produced brochures, etc (intent it to get them to meet with a Cadet one on one and/or observe a lab) They may not come to your office or call, but they will stop by a booth for more information. [Don't use "give aways", or people will come to the table just for that]	\$200 C11 \$100 B8	50 to ph 4	
JAN-FEB	Phase 4: Facilitate LTC grads meeting one on one with LTC prospects. (Intent is to get them to meet with the ROO at a time and place of the prospects choosing (buy lunch/dinner) and discuss LTC, schedule for DODMERB if not done yet)	\$400 D18	25 to ph 5	
FEB	Phase 5: Get 10 prospects to commit to attending LTC, reinforce with "give aways" and using CD for ROOs and influencers (Deans, alumni, parents, etc)	\$500 A17	10 to ph 6	
FEB-APR	Phase 6: Process for LTC and maintain interest through monthly gatherings (dinner?). Have properly fitted for boots and instructional PT.	\$400 D18	8 to LTC	
TOTAL		\$1,725		



Step #3 - Order Marketing Materials

- **Must be targeted at on-campus SALs you have already identified thru prospecting.**
- **You do not have enough resources to waste on general awareness or “fishing expeditions”.**
- **Maximize advertising by enhancing specific recruiting campaigns like LTC.**
- **Must be synchronizing with recruiting efforts**
- **Done online in LAPS; Ordered in Trimesters**
 - Print Advertising
 - Mailing services (folding, stuffing, labeling, etc.)
 - Film purchase and processing
 - Flyers, tent cards
 - Printing (letters, envelopes, business cards, etc)
 - Give-away items (influencer and prospect - t-shirts, hats,
 - Out of Pocket Expenses (meals for prospects)





Step #4 -Prospecting S-A-L Lists

- SCHOLARS
 - Registrar/Admissions Office
 - Academic Advisors
 - Honor societies
- ATHLETES
 - Coaches
 - Athletic director
 - Sports clubs
 - Summer sports camps
- LEADERS
 - Student government rosters
 - Fraternity/Sorority rosters
 - Club rosters
 - Volunteer organizations
 - Ask your cadets!





Step #5 - Sales/ Prospect Management

Sales Skills

- Professional Selling Skills (PSS)
- Mutual needs satisfaction not “Hard Sell”

Prospect Management

- Prospect Information Management System (PIMS), MS Outlook “Contacts” TTP
- Data must be readily accessed and usable
- Answers “What to do with the lists”

WHAT ARE YOUR LONG TERM GOALS





Step #6 - Contracting - Processing

- It's not over until they: enroll/contract (commission!)
- Ensure all benefits are received; (i.e. scholarship, stipend, SMP bonuses, book money, assist with GI Bill, etc)
- Coordinate w/ Admin Tech / Adjutant (must be in CCIMS!)
- Conditional contracts and waivers must be closely monitored
- **BOTTOM LINE:** Take care of applicant.....Customer Care approach. Nothing worse for recruiting than disgruntle cadets milling around campus.





Recruiting Quality

- Effective recruiting improves retention
 - “Sell the program on its merits”
- Recruiting SALs results in increased retention.
 - “SALs will make it through the program”
- Cadets will attract like Cadets
 - “the self-licking ice cream cone”





Ingredients for Successful Recruiting

<u>Ingredient</u>	<u>How to</u>
<u>#1 ROO Disposition:</u> <ul style="list-style-type: none">- Outgoing/Enthusiastic- Focused on Target Market- Excellent Public Speaker- Good listener	ROO Screening/Selection
<u>#2 ROO Competency</u> <ul style="list-style-type: none">-Marketing and Advertising-Personal Recruiting-Processing (know how)	ROO Training / Mentoring
<u>#3 ROO Protected & Resourced</u> <ul style="list-style-type: none">-ROO has minimal other tasks-Report to PMS, XO/S3 can't task-Other Cadre assist	BN Recruiting Priority



U.S. ARMY

Back Up Slides





Brigade Recruiting

Any State

BDE Recruiting

Coordinate off campus efforts:

MALOs

USAREC

Guard/Reserve

ARLO?

Special Missions

AUSA

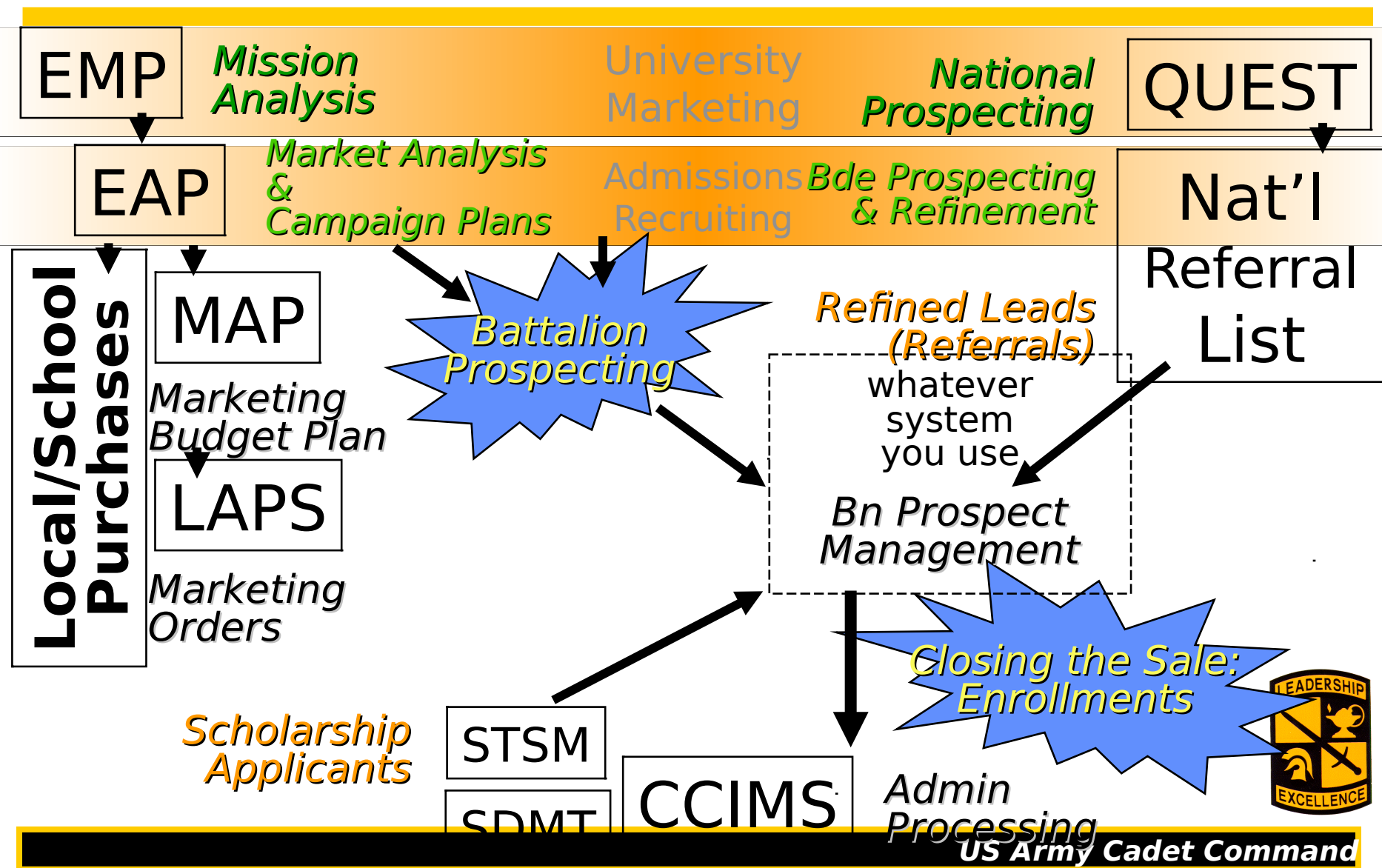
Any State U

Hi Cost
Private





Processes Result in Enrolled Cadets!





Cadet Command

Prospect Management





Prospect Management

- **Many Systems you can try, BPMS, ACT, EMAS, MS Outlook Contacts**
(Try to use whatever your admissions has!)
- **It must be readily accessed and usable**
- **Required Info**
 - **Name/Phone (All contact info!)**
 - **Academic Status (GPA, SAT)**
 - **Expected Start Date**
 - **Date of Contact**
 - **How Contacted**
 - **Other (Personal, activities, interests, health)**

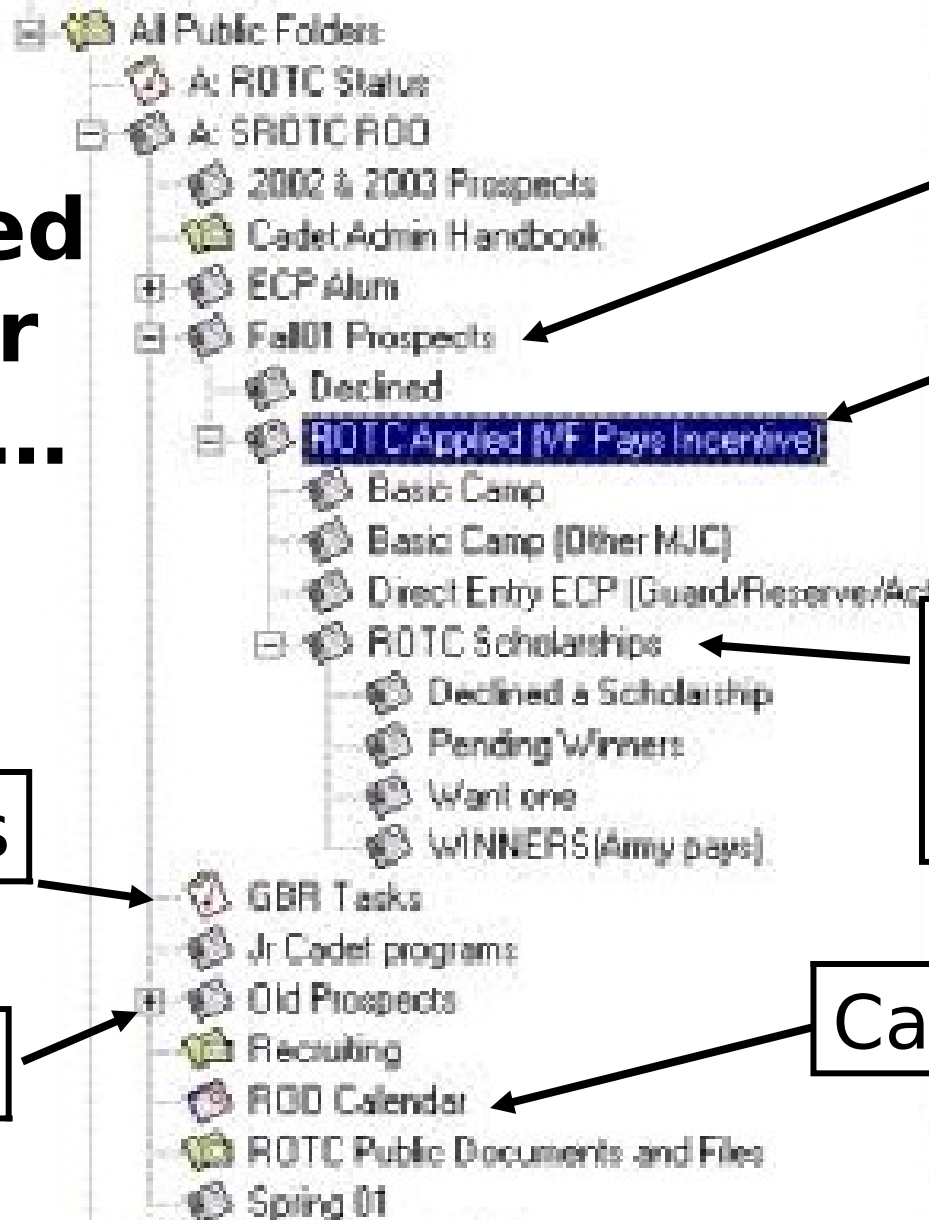




U.S. ARMY

Outlook Public Folders TTP

**Organized
Files for
Combat...**



**Prospects
(Targets)**

Applicants
-High School
-On Campus
-Basic Camp
-Guard/Reserve

Scholarships
-Applicants
-Pending
-Winners

Calendar



mand



Prospect MGT "Contact" TTP

Fall01 Prospects - Microsoft Outlook

File Edit View Favorites Tools Actions Help

New Send Cut Copy Paste Find Organize Address Cards

Fall01 Prospects

Ace - Plo

Folder List

- Sent Items
- Tasks
- Personal
- Personal Folders
- Deleted Items
- Inbox
- Public Folders
- Favorites
- All Public Folders
- A: ROTC Status
- A: SROTC ROO
 - 2002 & 2003 Prospects
 - Cadet Admin Handbook
 - ECP Alum
 - Fall01 Prospects**
 - Declined
 - ROTC Applied (VF Pays Ince
 - Basic Camp
 - Basic Camp (Other MJC)
 - Direct Entry ECP (Guard
 - ROTC Scholarships
 - Declined a Scholarsh
 - Pending Winners
 - Want one
 - WINNERS(Army pay
 - GBR Tasks
 - Jr Cadet programs
 - Old Prospects
 - Recruiting
 - ROO Calendar
 - ROTC Public Documents and File
 - Spring 01

Acevedo, Daniel Flag Status: Flagged	Dower, Andrew Flag Status: Normal	Henke, Pv2 Troy E-mail: Troyea... Flag Status: Normal	Leslie, James E-mail: James L... Flag Status: Normal	Medzel, Thomas G Flag Status: Normal
Affonso, Alex E-mail: gonzz1... Flag Status: Normal	Edmund, Roman Flag Status: Normal	Himes, Michael A Flag Status: Normal	Lightfoot, Philip C. E-mail: 'plightf5... Flag Status: Normal	Middleton, Gregory Flag Status: Normal
Atmore E-mail: atmore... Flag Status: Normal	Edwards, Chad Flag Status: Normal	Hoang, PFC Vinnie E-mail: eltfan@... Flag Status: Normal	Loy, James Warren E-mail: JMe379... Flag Status: Normal	Mitchell, SPC James E-mail: James ... Flag Status: Normal
Avolia, Scott D. Flag Status: Normal	Fauinger, Perry Flag Status: Normal	Holstay, PFC Ryan E-mail: STAYAN... Flag Status: Normal	Maliachi, Scott E-mail: cmdscot... Flag Status: Normal	Moore, Matthew J. Flag Status: Normal
Bacon, SPC E-mail: terryba... Flag Status: Normal	Franks, Robert A Flag Status: Normal	Horrell, Justin Flag Status: Normal	Manmiller, Timothy Flag Status: Normal	Mott, Jason Flag Status: Normal
Biondo, Daniel R Flag Status: Normal	Gardner, Keith J Flag Status: Normal	Horsley, Bashan W. Flag Status: Normal	Marak, Jonathan C E-mail: Jcmng6... Flag Status: Normal	Musselman, Ryan C Flag Status: Normal
Bogaski, Jarrad J Flag Status: Normal	Garland, PVT. Gera... E-mail: gerr23... Flag Status: Normal	Howell, Ryan J E-mail: fujimac... Flag Status: Normal	Martell, Steven Flag Status: Normal	Nichols, David Flag Status: Normal
Bucher, Derek L Flag Status: Normal	Gerbasiau, Michael Flag Status: Normal	Johnson, PFC Josh... E-mail: qmaster... Flag Status: Normal	McIntyre, James Flag Status: Normal	Pattison, Brian A Flag Status: Normal
Butler, Sean E-mail: Db9206... Flag Status: Normal	Gilbert, Spc. E-mail: Simonse... Flag Status: Normal	Largesse, Jason W E-mail: Jason ... Flag Status: Normal	Mckelvey, Richard Flag Status: Normal	Perry, SPC (P) De... E-mail: PERRYC... Flag Status: Normal
Cairns, Adam L. E-mail: A_Cairn... Flag Status: Normal	Goodrich, Ryan E-mail: chiller61... Flag Status: Normal	Lauderbaugh, Loui... Flag Status: Normal	McKnight, SPC E-mail: knightri... Flag Status: Normal	PFC Levis, John E-mail: john4thi... Flag Status: Normal
Daniels, Tyler Flag Status: Normal	Hadfield, Robert E-mail: matrix1... Flag Status: Normal	Lawson, Arley E.	Mead, Tracy	Phillips, Keith B Flag Status: Normal
	Heider, John			Phipps, Jason Flag Status: Normal



U.S. ARMY

Prospect MGT "Contact" TTP

Ralph Tuka - Contact

File Edit View Insert Format Tools Actions Help

Save and Close

General Details Activities Certificates All Fields

Full Name... Ralph Tuka

Job title:

Company:

File as: Tuka, Ralph

Business

Home (714) 803-3000

Business Fax

Mobile

Address... Business Ralph Tuka
618 Blackhawk Rd.
Beaver Falls, PA 15010

E-mail Iwannabelikeyou@aol.com

Web page address:

☒ This is the mailing address

Met Student at Lincoln County College Fair 17 Oct 00, 3.19 GPA 1100 SAT, played football and is a life scout working on Eagle, works at grocery store PT.

He applied to the college and ROTC scholarship in OCT, scheduled for DODMERB in OCT,

Boarded for a scholarship in Jan, Offered and accepted in Feb.

Paid deposit to school in Feb, Worked off urinalysis remedial in Feb, DODMERB Qual 13 Mar 00



Valley Forge Military
College ...



ROTC Application



scholarship application



Scholarship
Acceptance



24 May MEDICAL
STATUS REPORT.r...

Advantages of Outlook:

- Cadre v-cards, no "post it"
- Dynamically updated
- Attach anything (email, etc)
- Set flags for follow up
- Shared view, continuity
- Mail Merge, Prints labels
- Blanket email capable
- Networkable, auto-dialer
- Exports to Excel or Access



3 ROO Core Competencies

- ❖ **Marketing (Planning)**
 - Mission Analysis
 - Market Analysis
 - Campaign Planning
- ❖ **Selling (Recruiting)**
 - Personal recruiting
 - Prospect Management
 - Salesmanship
- ❖ **Processing (Enrollment)**
 - Product Knowledge
 - Process Knowledge
 - Automation





Targeting SALs Overview

1. Conduct market analysis to identify where SALs are on campus. Survey your own battalion to identify the who, what, when, where, why and how current cadets arrived.
2. Obtain the prospect lists by contacting influencers and providing them with the SAL criteria to focus searches, referrals, and recommendations.
3. Screen and Match the three lists: S, A, L and develop a top priority (all SAL criteria) list to use for targeted recruiting events/activities.

